

Appl. No. 10/020,637
Amdt. dated July 6, 2006
Reply to Office Action of March 14, 2006

Amendment to the Specification:

On Page 1, please replace the paragraph starting at line 16 with the following:

One analytic approach used frequently is Matching Coefficients, an appealing technique because of its face validity, ease of understanding, and simplicity of calculation. Matching Coefficients attempts to estimate the importance of attributes by summing the proportion of respondents who preferred a product on an attribute and preferred the same product overall with those who had no preference on an attribute and had no overall preference. Another analytic approach is Attributable Effects, an alternative that, like Matching Coefficients, attempts to estimate the importance of attributes. The Attributable Effects method is described at www.marketfacts.com/publications/11A in a publication that can be found on the company website for MarketFacts.